

# Effect of television advertisements for foods on food consumption in children

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Original paper:

J.C. Halford, J. Gillespie, V. Brown, E.E. Pontin, & T.M. Dovey. (2004)  
Effect of television advertisements for foods on food consumption in children. *Appetite*, 42(2), 221-5.

[https://www.sciencedirect.com/science/article/abs/pii/S0195666303001910?dgcid=api\\_sd\\_search-api-endpoint](https://www.sciencedirect.com/science/article/abs/pii/S0195666303001910?dgcid=api_sd_search-api-endpoint)

Project created for the class:

Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

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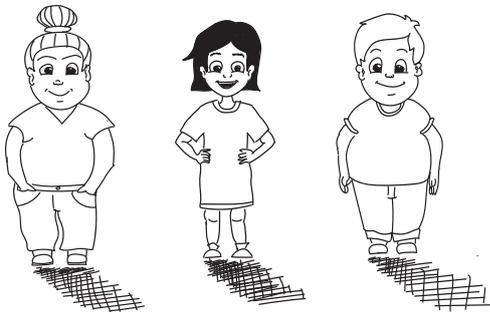
## Effect of television advertisements for foods on food consumption in children

A study by J.C.G. Halford, J. Gillespie, V. Brown, E.E. Pontin, T. M. Dovey. (2004)  
Appetite. 42(2),221-5.

Comic drawn by Eveline de Kok

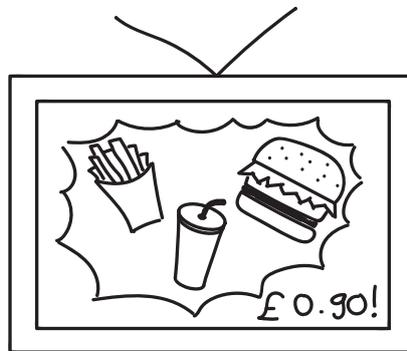
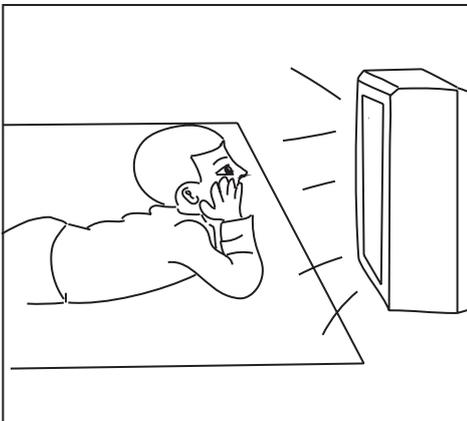


Previous research shows that obesity among children is becoming more common.

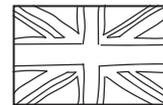


Many studies have found connection between watching TV and having obesity. But not many of them focus on the effects of tv advertisements for food.

(Anderson, Crespo, Bartlett, Cheskin, & Pratt, 1998)



During children programmes, a great amount of adds on channels in both USA and the UK were for food.



→ 49%



→ 37%

Furnham, Abramsky, and Gunter (1997)

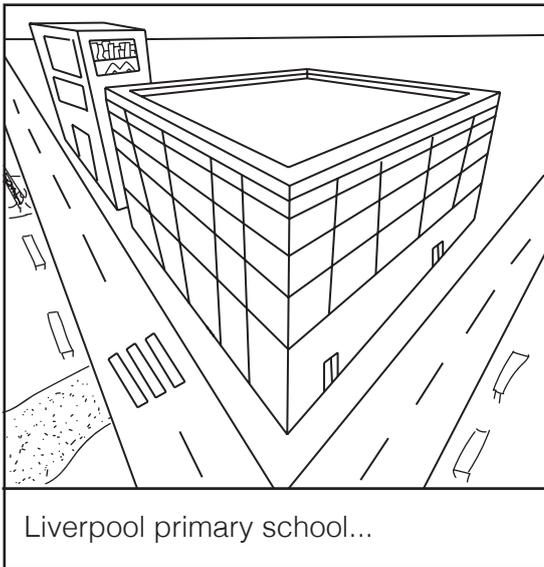
We want to test whether overweight children are more responsive to food adverts. We are conducting a study to find out if children recognise food advertisements on tv more often than advertisements for non-foods.



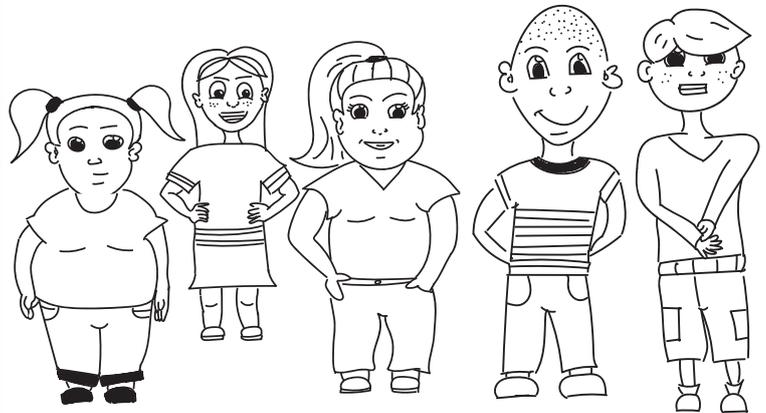
We ask ourselves:  
Are there differences between normal weight and obese children in the ability to recognise food adverts?



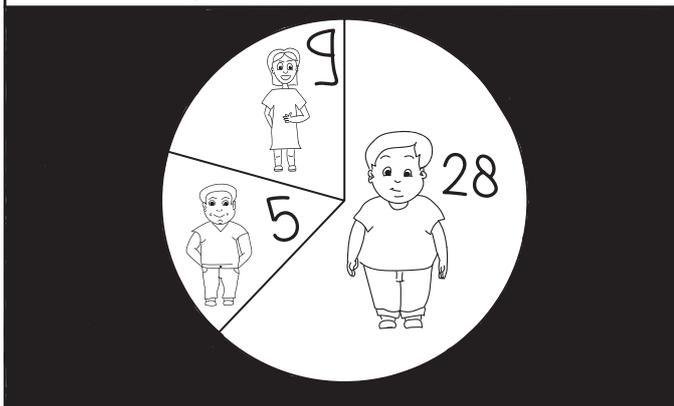
And what is the impact of exposure to food adds on total intake of food and choice among foods?



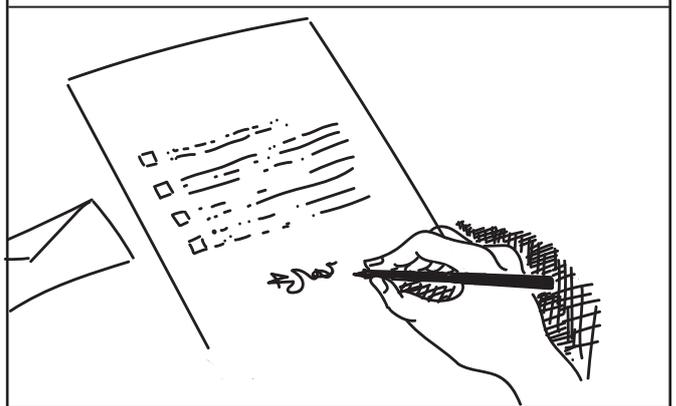
42 children (18 male, 24 female), aged between 9 and 11 ( $M = 10.4$  years) participated in our experiment.



Three groups were created:  
lean, overweight and obese.



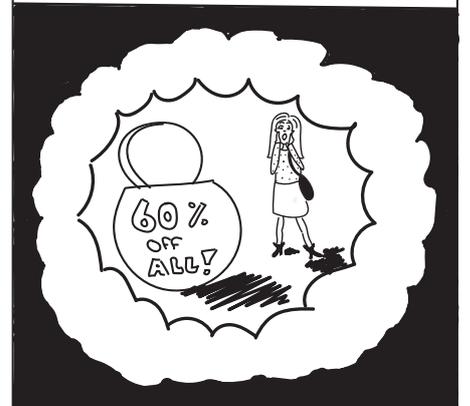
Before the experiment, parents were notified and asked for informed consent.



We split the group in half. We showed the first group food related advertisements...

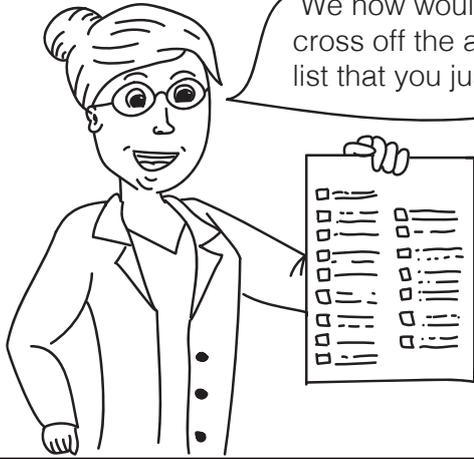


The second group, we showed only non-food ads.



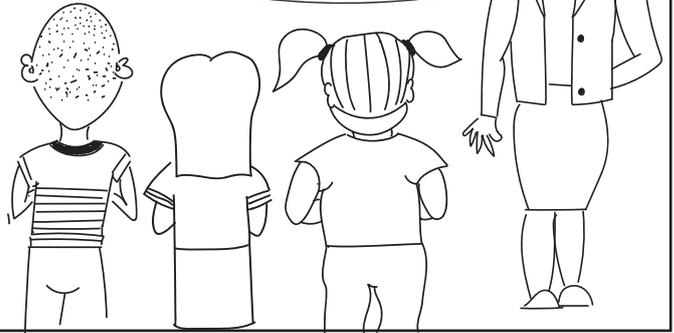
After watching the cartoon...

We now would like you to cross off the ads on this list that you just saw!

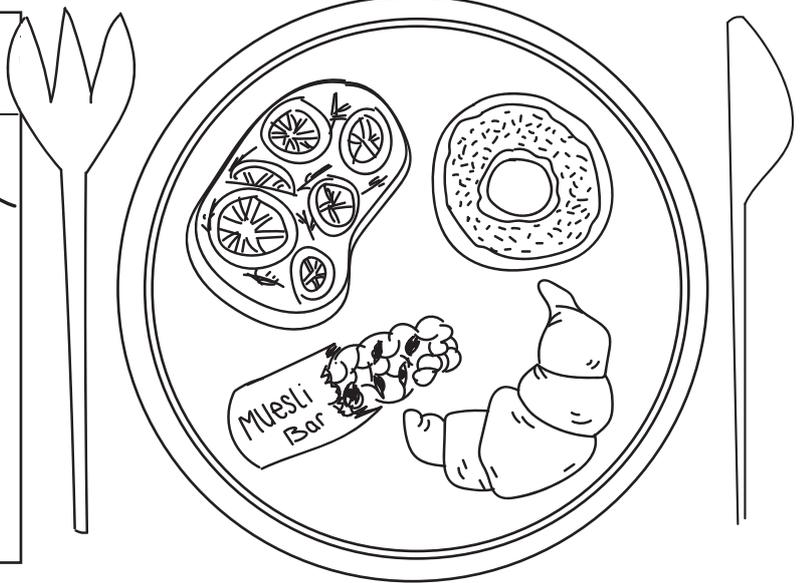
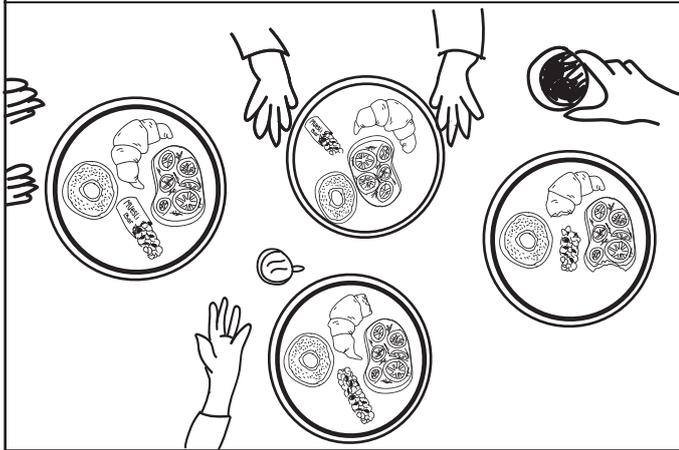


Aa Bb Cc  
Dd Ee Ff

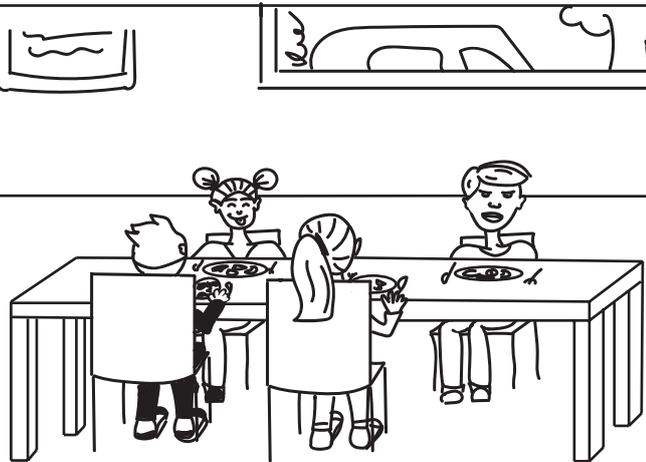
Now, please make groups of 4 or 5 and go sit on a table with a plate.



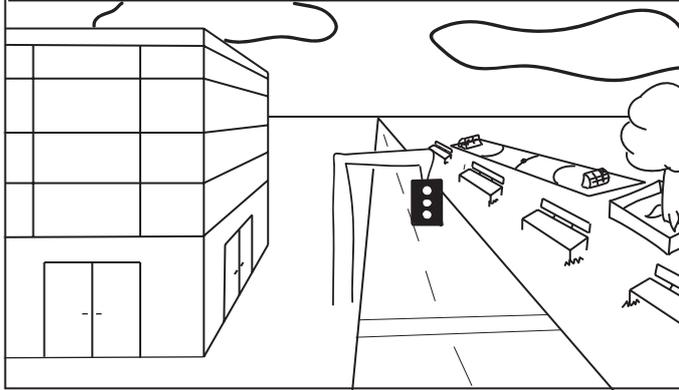
We gave everyone the same four snacks, both sweet and savoury.



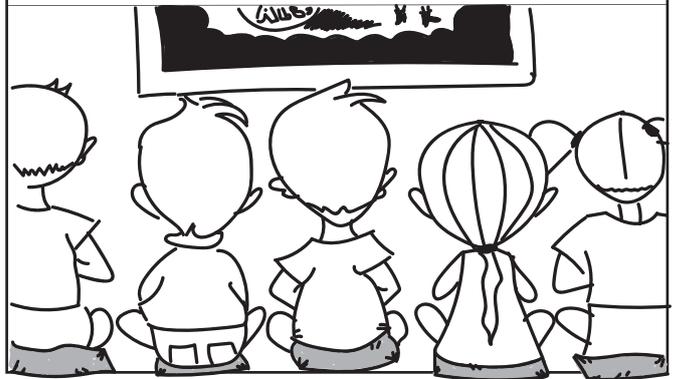
Let's eat!  
You may eat as much or little as you like, take your time!



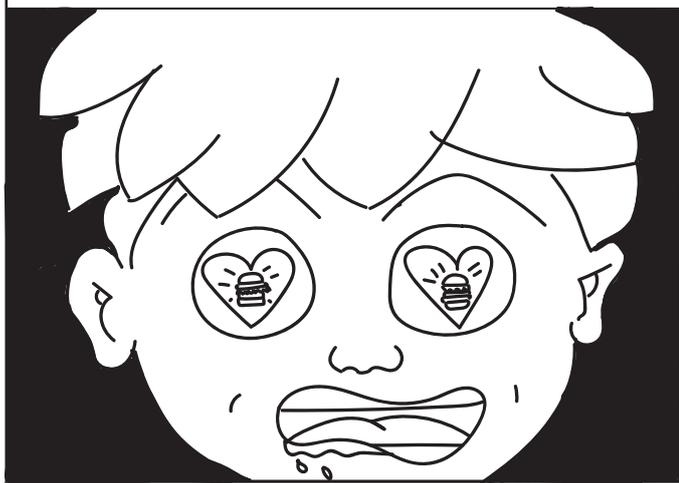
Two weeks later, we did the same experiment at Liverpool primary school with the same children.



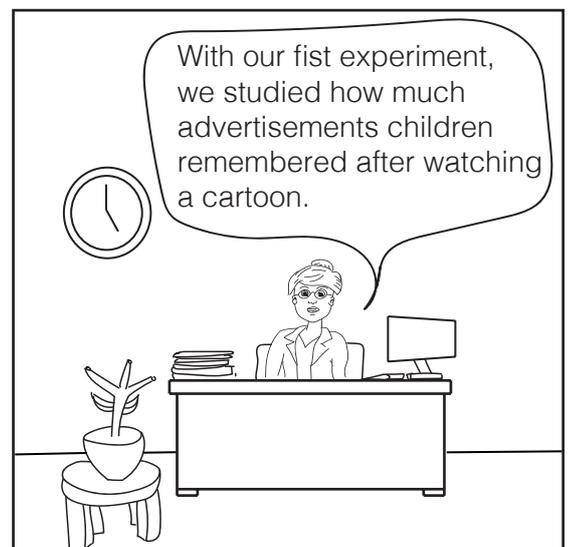
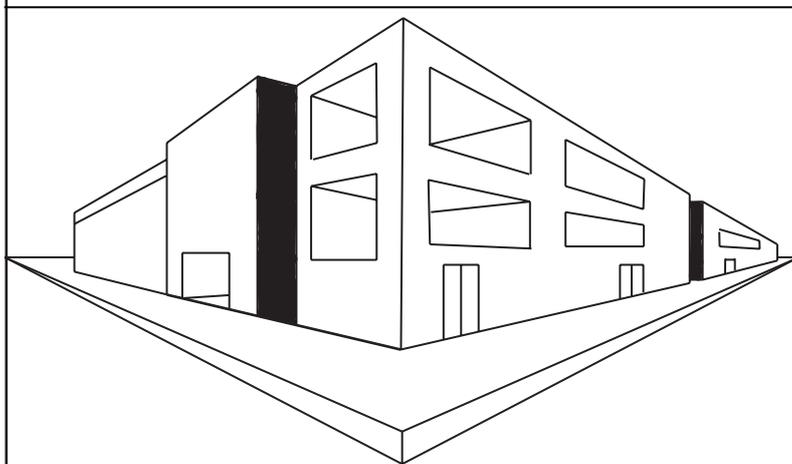
This time, the group who got to see the food advertisements were switched to non-food ads.



The other group were shown food ads instead of non-food.



Back in the office, looking at the collected data and calculating results.



The obese and overweight children recognised a lot more food commercials than non-food ads. For the lean children, there was almost no difference.

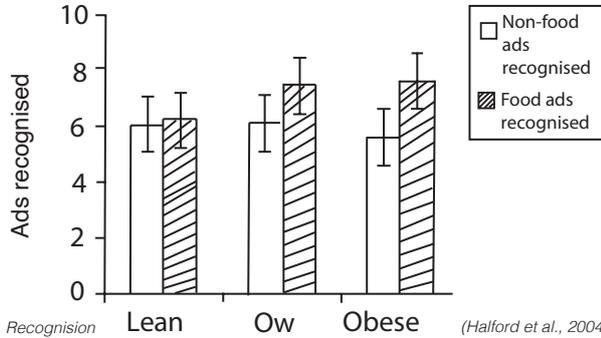


Figure 1. Recognition (Halford et al., 2004)

Results show that the obese and overweight also ate more after both types of ads. The difference with the lean children is significantly high.

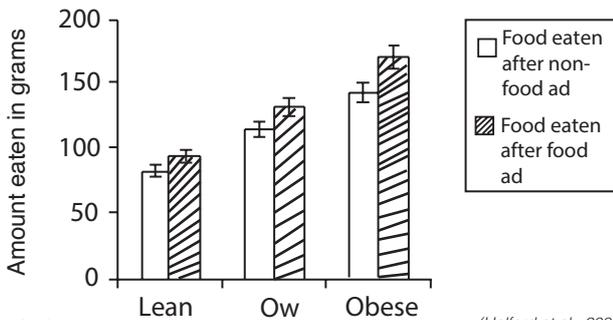
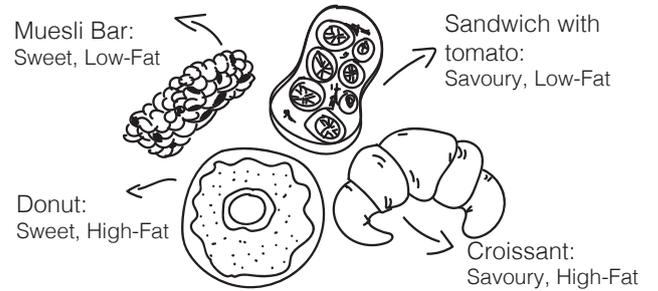


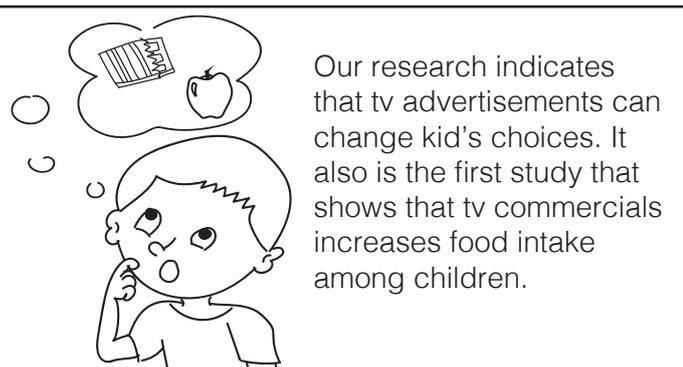
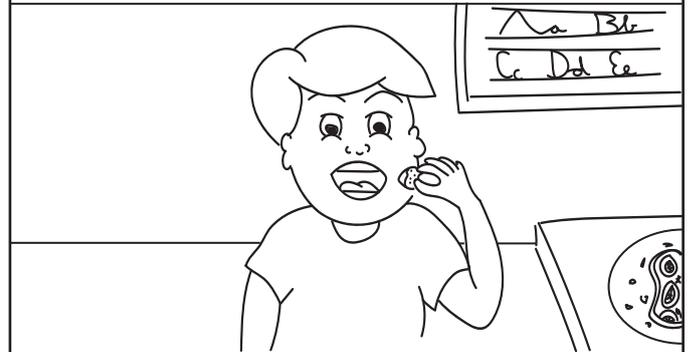
Figure 2. Intake (Halford et al., 2004)



We gave each child four snacks on their plate, two sweet and two savoury flavoured of which one low and one high fat.



Also, within these categories, the consumption of the obese was the highest.



## References

- Anderson, R. E., Crespo, C.J., Bartlett, S.J., Cheskin, L.J., & Pratt, M. (1998). Relationship of physical activity and television watchin with body weigt and level of fatness among children. *Journal of the American Medical Association*, 179, 938-942.
- Furnham, A. Abramsky, S., Gunter, B. (1997). A cross-cultural content analysis of children's television advertisements. *Sex Roles*, 37, 91-99.
- J.C. Halford, J. Gillespie, V. Brown, E.E. Pontin, & T.M. Dovey. (2004) Effect of television advertisements for foods on food consumption in children. *Appetite*, 42(2), 221-5.